

ABSTRACT OF THE DISCLOSURE

A method for providing a graduated revenue stream to recommenders of at least one of products and services (P/S) comprising the steps of (a) providing a central site that provides information and permits purchasing with regard to at least one of products and services (P/S); (b) determining whether a customer query/purchase is based on a recommendation; (c) providing the customer query/purchasing with one of: (i) a base price if the query/purchase in step (b) is not based on a recommendation; and (ii) a base price plus adding of an incremental value i to the base price if there has been a recommendation; and (d) paying a percentage of the incremental value i to a first recommender R1.